

Fred'k Loeser & Co.

Muslin Underwear.

Worthy of the Closest Investigation by Every Woman in Brooklyn.

We have surely demonstrated in this department what a great sale means. We simply sacrifice all profit, and sell well-made garments in many instances for the mere cost of making. The best of Muslins and Cambrics, fine Embroideries and Laces are used, and, no matter how cheap the garment, we guarantee perfect fit and full, generous sizes.

Corset Covers.

Fine Cambric Corset Covers, high neck, embroidered edge, pearl buttons, 10 cts.; V shape handsomely embroidered, 19, 29, 39, 49 cts.

Night Gowns.

Good Muslin Night Gowns, embroidered edge on neck and sleeves, ruffle of embroidery down front, 27 cts.; tucked yoke, with two insertions, 29 cts.; V shape, elaborately embroidered, 49 cts.

Fine Cambric Night Gowns, entire yoke made with six insertions of embroidery and embroidered edge, 59 cts.

Fine Nainsook Nightgowns, square neck, trimmed with insertion of Valenciennes lace and ribbon, 79 cts.

A splendidly assorted lot of fine Muslin and Cambric Night Gowns, elaborately embroidered and lace trimmed, 98 cts.; still finer, \$1.19, \$1.39, \$1.59, \$1.98.

Chemises.

Good Muslin Chemises, plain band, 19 cts.; embroidered yoke and tucked, 39 cts.

Fine Lawn Chemises, extra long, embroidery, lace and ribbon trimmed, 79 and 98 cts.

Drawers.

Good Muslin Drawers, hem and tucks, 12 cts. per pair; embroidered ruffle and tucked, 25 cts.

Good Muslin and Cambric Drawers, two styles, umbrella and plain embroidered ruffle, 39 cts.

Short Petticoats.

Good Muslin Petticoats, yoke band, hem and tucks, 19 cts.

Also extra quality Flannelette Petticoats, handsome stripes, yoke band, 25 cts.

White Petticoats.

Good Muslin Petticoats, Umbrella shape, embroidered ruffle, 59 cts.

Fine Cambric and Muslin Petticoats, deep Umbrella ruffle, lace and embroidery trimmed, 98 cts.

Aprons.

Gingham Kitchen Aprons, fancy borders, 9 cts.

Good Lawn Maids' Aprons, some tucked and hemmed, others with embroidered insertion, 19 cts.

Infants' Wear.

On the Same Basis as the Underwear Sale.

Unprecedented offers as long as the quantities last.

Children's Muslin Drawers, hem and tucks, buttonholes, four sizes, 8 cts. each instead of 15 cts.; with handsome embroidered edge, eight sizes, 23 cts. instead of 35 cts.

Canton Flannel Drawers, four sizes, 15 cts. instead of 25 cts.

Infants' Cambric Slips, ruffle on neck and sleeves, 10 cts. instead of 25 cts.

Long Cloth Slips, embroidered yoke, tucked, 29 cts. instead of 45 cts.

Nainsook Dresses, embroidered yoke, tucked, 39 cts. instead of 59 cts.; round yoke, tucked edged with lace, 1 to 3 years, 48 cts. instead of 75 cts.

Fancy Silk Caps, cream, trimmed with lace, fully lined and wadded, 29 and 39 cts. instead of 50 and 69 cts.

An assorted lot of Infants' Coats, 1 to 3 years, in cream and light blue Crepon, Elderdown, and a few sample Coats, cream only, in a variety of fancy cloth, \$2.48 each; regular prices, \$3.50 to \$4.98.

Corsets.

We can safely assert that no one has ever seen or heard of as good Corsets as these for the money.

79 cts. instead of \$1.75 and \$2.50:

300 pairs of the well known P. N. Corsets, white, gray and black, with patent cork steel protector; some made of extra quality French Coutille with Satine stripes, others of best quality French Satine, all with long waist, heavily boned, handsomely flossed with silk top and bottom, top finished with silk embroidered edge, sizes 18 to 30. This lot also includes about 25 pairs of black Satin Corsets.

\$1.48 instead of \$4.00 and \$4.25:

50 pairs only of extra quality French Coutille, white and gray, and black Prunella Cloth gored Corsets, boned throughout with real whalebone.

Wrappers.

98 cts. instead of \$1.59:

A choice lot of extra quality Flannelette Wrappers, two styles, one with full front, rolling collar, yoke braided, tucked, tight back; the other with fancy yoke back and front, trimmed with braid, finished with narrow ruffle, all with very wide skirt.

Also extra quality Flannelette Gowns, Empire style, elaborately trimmed with lace or embroidery, 98 cts. instead of \$1.45.

Boys' Clothing.

Real Money Savers.

69 cts.:

225 Blouses, white Lawn and plain and striped Linen Batiste, some with ruffles and others trimmed with embroidery, 3 to 7 years; regular prices, 89 cts., \$1.98 and \$2.25.

\$2.35:

100 Sailor Suits, dark blue, all-wool Cheviot, embroidered shield, Silk lanyard and whistle, 3 to 12 years, regular price, \$3.48.

\$3.48:

40 three-piece Middy Suits, all-wool checked Cheviot, combination collar, handsomely trimmed with six rows of Soutache braid, 3 to 8 years, regular price, \$6.00.

\$3.98:

Tan Covert and dark blue Cloth Top Coats, with strap seams, others with narrow double stitched edges, 4 to 10 years, regular prices, \$6.00 to \$7.50.

Frederick Loeser & Co.

BROOKLYN.

A COMPARISON SALE.

Merchandise of Every Description Cheaper than it Has Ever Been Sold in Any Part of the World.

Just a year ago, in view of the many sensational advertisements which filled the papers, we instituted a sale throughout our building for the sole purpose of calling attention to the fact that we were daily selling better and cheaper goods than the so-called and much heralded "bargains." So satisfactory to the public did the investigation prove that we were (for the first time in the history of Brooklyn retailing) compelled to close our doors every half hour during the day, in order to equalize the great crowd of buyers. During the entire week our building was crowded to the doors. On the following Monday we were again compelled to close the doors, so great was the crowd of satisfied buyers.

For the same reasons as a year ago, we again make the statement that we will offer to-morrow merchandise of every description lower than the same grades of goods have ever been sold in any part of the world. In many instances the so-called "great bargains" will be found 20 to 50 per cent. less.

To many there are a dozen all-sufficient reasons why we can and do sell goods always as low, and in hundreds of instances lower than any other house. For others, the prices to-morrow should and will convince the most skeptical.

Will Not Fill Mail and Telephone Orders.

Silks.

Values that will be Remembered for Many a Day.

500 yards Black Taffeta Silk, extra strong and heavy cloth, good rustle, 43 cts. per yard.

1,000 yards Black Satin Duchesse, heavy, durable quality, suitable for entire dresses, 50 cts.

600 yards Fancy Colored Taffetas, new combinations and colorings, in striped effects on changeable ground, 59 cts.

800 yards Colored Brocade Taffeta, heavy, rich quality, new combinations in stylish designs, 69 cts.

Laces.

If you miss seeing the exhibition on the fifth floor you will miss an education in Lace. Nothing like it has ever been seen at retail.

An Extraordinary Lot—25 cts. instead of 49, 75 and 98 cts.:

Applique, Point Gaze, Lierre and Fancy Net Top Laces, champagne, butter and ivory shades, in desirable widths.

39 cts. instead of 98 cts.:

Ombre Chiffons, pleated, in pretty shades, suitable for Blouse fronts.

Handkerchiefs.

6½ cts. instead of 12½ cts.; 72 cts. per dozen.

Ladies' all pure Linen Handkerchiefs, sheer cloth, special soft hand-finish, washed ready for use.

Also Swiss Embroidered Handkerchiefs, neat and showy designs, 17 cts. each, or \$1.95 per dozen; regular price, \$3.00.

Umbrellas.

99 cts., a Regular \$1.98 Umbrella.

We have sold many, very many, Umbrellas at prices that have fairly startled buyers, but this lot really outdoes them all.

1,000 26-inch best Union Taffeta Silk Umbrellas, steel rod, Paragon frame, case and tassel, fancy horn, Dresden, ebony and natural wood handles for men and women.

59 cts. instead of 79 cts.

Also 200 (all we have) all Cotton Umbrellas, 26-inch, same as was sold recently as a great bargain at 79 cts.

Gloves.

63 cts.

We are anxious to have these compared with Gloves sold at \$1.00.

Ladies' 2-clasp medium-weight street gloves, tans, reds and black.

Dress Goods.

Never Equalled, Nor will They be.

38-inch French Satinette Plaid (Cotton chain back), heavy, rich Silk bars, and the newest and richest colorings, regular 75-ct. goods, at 39 cts.

40-inch German Mattelasse Suitings, rich effects in navy, green, brown, sapphire and garnet combined with black, regular 50-ct. goods, at 39 cts.

39-inch pure Silk and Wool Novelty Mixtures in the latest colorings and new geometrical designs, very rich and effective, regular 75-ct. goods, at 49 cts.

52-inch Twill-back Ladies' Cloth (a real Broadcloth, not a Flannel), in all the desirable Autumn colorings, regular \$1.00 goods, at 69 cts.

Black Dress Goods.

39-inch English Mohair, fine quality, in plain and Jacquard figures, 32 cts. instead of 50 cts.

45-inch Cheviot Armures, stylish designs and excellent material, 45 cts. instead of 65 cts.

50-inch all-wool Clay Serge, heavy weight, jet black, 49 cts. instead of 69 cts.

52-inch all-wool Estamene Cheviot, fast color and correct weight, 50 cts. instead of 85 cts.

Hosiery.

Section C, Extreme Rear of Store 9 cts., worth fully 15 cts.:

Ladies' fine gauge black and tan Cotton Hose, high spliced heels and double soles, also Children's Black Ribbed Cotton, sizes, 4 to 8½.

12 cts., most of them fully

worth 25 cts.:

Ladies' fine gauge and medium weight Black Cotton Hose, high spliced heels and double soles, also fancy colored uppers with black toes, also fancy colored uppers with black toes, also Rembrandt ribbed stainless black.

19 cts., Regular 35 ct. Hose:

Ladies' extra fine Colored Lisle Thread Hose, spliced heels and toes, fancy colored uppers with black toes, also Rembrandt ribbed stainless black.

Men's Shirts.

Section C, Extreme Rear of Store 29 cts.:

Men's all linen bosom, fine quality, Unlaundered Dress Shirts, reinforced back and front, continuous facings, assorted sleeve lengths. We are not aware that a linen bosom shirt has ever before been sold at 29 cts.

29 cts., worth fully 65 cts.:

Men's extra fine fancy trimmed Night Shirts, made of extra good Muslin, felled seams, assorted colors.

Men's Neckwear.

25 cts., Just Half Price.

Men's Silk and Satin Ties, Four-in-hands, Band Bows and String Ties, light, medium and dark grounds, assorted patterns; all new, just made up.

Furs.

Introductory to Our Reorganized Department.

Real Seal Collarlette at \$7.98 instead of \$13.50.

The Collarlette is 10 inches long, 80-inch sweep and is lined with brown Rhadames Silk.

Cloak Department.

Unmatchable Values.

Ladies' Jackets at \$4.98, a Regular \$7.50 Jacket:

Black Cheviot Cloth Jacket, full shield front, storm collar, half Satin lined.

At \$5.98, a Regular \$8.50 Jacket:

Cheviot Cloth Jacket, fly front, 26 inches long, triple stitched seams.

At \$7.98, a Regular \$11.75 Jacket:

Tan Covert Cloth Jacket, fly front, strapped seams, Rhadames Silk lining, Velvet collar.

Separate Skirts.

At \$4.98, a Regular \$7.00 Skirt:

Brocade Silk, large, durable patterns, lined throughout, and bound with Velveteen.

At \$6.75, a Regular \$9.75 Skirt:

Silk Skirt of Gros de Lyon, with large Satin figures, lined with Percealine and bound with Velvet.

French Flannels.

29 cts., Regular Price 55 cts.:

French Printed Flannels, new designs, suitable for Ladies' Tea Gowns, Wrappers and Waists.

Domestics.

At Manufacturers' Prices and Less.

Fine Unbleached Muslin, yard wide, 4 and 5 cts. per yard.

Bleached Muslin, yard wide, 5 and 6 cts.

Bleached and unbleached Canton Flannel, 7 cts. per yard, instead of 10 cts.

Sheets, single bed size, 26 cts.; three-quarter size, 33 cts.; double bed size, 40 cts.

Pillow Cases, 45-inch, 9 and 11 cts.

Ribbons.

Section B, Main Floor. Manufacturers' Remnants and Regular Goods at Half Price and Less.

23,500 yards all Silk plain and fancy Ribbons, in all colors, weaves and combinations, at 5, 7, 10, 12, 15, 19, 25 and 29 cts. per yard, instead of 10 to 68 cts.

Roman Striped Ribbons, 7 to 17 cts. instead of 12 to 28 cts.:

4,000 yards extra quality all Silk Roman striped Ribbons, in all the new combinations, 1 to 2½ inches wide, now so much in demand.

Millinery Trimmings.

Black Wings and Quill effects at 15, 19 and 25 cts. per bunch.

25 dozen extra fine Black Parrots, French goods, 38 cts. each.

Untrimmed Hats.

45 cts. instead of 75 to 98 cts.

Compare them with anything sold as yet.

50 dozen extra quality French Felt Hats in black for Ladies, and Flats in colors for Misses—about twenty of our best shapes of the season.

Roman Striped Toques, 25 cts. instead of 50 cts.:

40 dozen Children's Striped Wool Toques, extra quality and fine combinations.

Lace Curtains.

All New Goods at Less than they Cost to Land.

One lot, 150 pairs, Point de Paris and Irish Point Curtains, white or ivory, \$4.50 per pair; regular stock price, \$6.50.

One lot, 100 pairs, at \$6.50 per pair; regular stock price, \$8.50 and \$9.00.

One lot fine Irish Point Curtains, \$9.25 per pair; regular stock prices, \$11.50 and \$12.00.

One lot fine Brussels and Irish Point Nottingham Curtains, \$2.79 per pair; regular stock price, \$4.00.

Portieres.

Reversible Armure Portieres, three patterns, full color line of each, \$4.00 per pair; regular prices, \$5.00 and \$5.50.

150 pairs Satin-faced Portieres, exclusive patterns, 13 colorings, \$11.50 per pair.

Sofa Pillows.

Art Embroidery Department.

50 dozen uncovered Sofa Pillows, filled with PURE GRAY DOWN AND FEATHERS, no vegetable down—

18x18, 33 cts. 22x22, 65 cts.

20x20, 49 cts. 24x24, 79 cts.

Stamped Flaid Pillow Tops, back and ruffle, 35 cts. complete, instead of 59 cts.

Oriental Squares for Pillow coverings, 25 cts.

Also a small lot of 32-inch Printed Drapery Silks, last spring's designs, 39 cts. per yard, instead of 49 and 59 cts.

Linings.

3 cts.

Soft-finished Kid Cambric, all colors, for skirt lining.

23 cts. instead of 35 cts.

Changeable Serge, Silk face and Cotton back, a full assortment of colors, suitable for skirt, cape and jacket lining, 23 inches wide.

Towels.

25 cts.:

The very best chamber Towel ever offered for 25 cts.

Everybody knows Webb's celebrated grass bleached, hemstitched white and colored border, Huckaback Towels.

Also fine quality, knotted fringe, Damask Towels, 25 cts.

Pantry Towels, hemmed ready for use, in half dozen packages, 6 for 85 cts.

Sterling Silver

Mounted Articles.

Compare these articles with everything in the market, and then decide how much cheaper they are. Have you ever heard of a Sterling Silver Hair Brush at \$1.69?

Hair Brushes, 3 new designs, all pure bristle, \$1.69.

Military Brushes, 3 new designs, all pure bristle, \$1.50.

Hat Brushes, 3 new designs, large size, 85 cts.

Cloth Brushes, 3 new designs, large size, \$1.75.

Powder Puffs, large size, sterling silver knob, 39 cts.

Dressing Combs, 2 sizes, 39 cts.

Bonnet Brushes, assorted designs, 69 cts.

Salve Boxes, 15 cts.

Cold Cream or Powder Boxes, 39 cts.

Button Hooks, Files, Tweezers, Cuticle Knife, Paper Cutters and Envelope Openers, 39 cts. instead of 75 cts. to \$1.49.

Ink Wells, small size, 25 cts.

Cut Glass Mucilage Jars, 45 cts.

Mustache Combs, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.

Pen Knife, two blades, 19 cts.